

CITY OF ATLANTA, GEORGIA CLASSIFICATION SPECIFICATION

Job Title: Public Information Manager

Date: 1995

Purpose of Job

The purpose of this job is to manage the public relations functions for an assigned department. Duties include, but are not limited to: supervising staff; directing activities; serving as liaison between agencies and the news media as well as in the capacity of official spokesperson for the City Council; disseminating information; performing administrative tasks; and processing associated paperwork.

Essential Duties and Responsibilities

The following duties are normal for this job. These are not to be construed as exclusive or all-inclusive. Other duties may be required and assigned.

Work Delegation:

- Supervises all publications distributed by the Office of Council Communications.

Administrative Duties:

Serves as interim manager of the Office of Council Communications in the absence of the Director.

- Performs various administrative tasks determined by the City Council including letters, memoranda, other correspondence, etc.
- Prepares and disseminates the department newsletter and daily news releases; contacts the news media.
- Researches issues for accuracy so as not to release erroneous information to the news media.
- Composes written remarks for City Council; obtains approval as appropriate and releases to the news media as needed.

Communication:

- Works with city agencies/ staff and personnel on various projects.

- Confers with attorneys, various government agencies, and special activities committees to assist them with special projects, answering questions and coordinating events.
- Establishes and maintains media relations on behalf of City Council.

Marginal Job Functions

- Performs other related duties as required.

Knowledge of Job

Has thorough knowledge of the techniques and practices used in public information. Has thorough knowledge of media and public relations. Knowledge of impression management, ability to write informative, concise articles. Ability to write press releases, speeches, statements and position papers, ability to articulate idles and opinions in a diplomatic manner, ability to supervise public information functions of the department. Ability to design brochures, pamphlets and related public information materials. Ability to develop and administer policies, procedures, plans, and activities and to monitor performance of subordinates against measured established goals. Knows how to develop and administer operations and staff plans and objectives. Is able to develop and implement long-term goals for the department in order to promote effectiveness and efficiency. Ability to keep abreast of any changes in policy, methods, operations, budgetary and equipment needs, etc. as they pertain to departmental operations and activities. Ability to effectively communicate and interact with subordinates, management, media, elected officials, and members of the general public. Ability to assemble information and make written reports and documents in a concise, clear, and effective manner. Have good organizational, management, human relations, and technical skills. Ability to use independent judgement and discretion in managing subordinates including the handling of sensitive situations, determines and deciding upon procedures to be implemented, setting priorities, maintaining standards, and resolving problems. Has the ability to comprehend, interpret, and apply regulations, procedures, and related information. Has the mathematical ability to handle required calculations. Is knowledgeable and proficient with computers. Is able to read, understand, and interpret personnel and financial reports and related materials.

Minimum Training and Experience Required to Perform Essential Job Functions

Bachelor's degree in Journalism, Public Affairs/Public Relations, Communications or a related field required; and, five years of public relations experience, or any equivalent combination of education, training, and experience which provides the requisite knowledge, skills, and abilities for this job. Supervisory experience required.

**(ADA) MINIMUM QUALIFICATIONS OR STANDARDS REQUIRED
TO PERFORM ESSENTIAL JOB FUNCTIONS**

PHYSICAL REQUIREMENTS: Must be physically able to operate a variety of job related machines and/or office equipment. Must be able to move or carry job related objects or materials. Physical demand requirements are at levels of those for sedentary or office environment work.

DATA CONCEPTION: Requires the ability to compare and/or judge the readily observable functional, technical, structural, compositional, or identifiable characteristics (whether similar to or divergent from obvious standards) of data, people, or things.

INTERPERSONAL COMMUNICATION: Requires the ability to communicate with people to convey or exchange professional information.

LANGUAGE ABILITY: Requires the ability to read a variety of professional, technical, and administrative documentation, directions, instructions, methods, and procedures. May require the ability to produce reports with proper format, punctuation, spelling, and grammar, using all parts of speech. Requires the ability to communicate with and before others using correct English.

INTELLIGENCE: Requires the ability to learn and understand subject matter principles and techniques; to make independent judgments in absence of supervision within the scope of respective job duties and tasks; to acquire and be able to expound on knowledge of topics related to primary occupation.

NUMERICAL APTITUDE: May require the ability to utilize mathematical formulas; add and subtract; multiply and divide totals; determine percentages; determine time and weight; and interpret same as may be appropriate.

FORM/SPATIAL APTITUDE: Requires the ability to inspect items for proper length, width, and shape.

MOTOR COORDINATION: Requires the ability to utilize job related equipment in the course of accomplishing job duties and tasks associated with respective primary duties.

COLOR DISCRIMINATION: May require the ability to differentiate colors and shades of color.

INTERPERSONAL TEMPERAMENT: Requires the ability to interact with people (i.e. staff, supervisors, general public and elected officials) beyond giving the receiving instructions. Must be adaptable to performing under minimal stress when confronted with an emergency.